GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Animal Husbandry Department – Continuation of APUIAML for providing Project Management Agency (PMA) Services to the Animal Husbandry Department for a period of 12 months from April, 2022 - Orders – Issued.

ANIMAL HUSBNADRY, DAIRY DEVELOPMENT & FISHERIES (AH.I) DEPARTMENT

G.O.Rt.No.226 Dated:24.08.2022.

Read the following: -

1. G.O.Ms.No.132, MA&UD (U.I) Department, Dated: 24.05.2016
2. G.O.Rt.No.357, MA&UD (U.I) Department; Dated:15.05.2017.
3. G.O.Rt.No.86, AH,DD&F (AH.I) Department; Dated:06-04-2021.
4. From the Director of Animal Husbandry, Andhra Pradesh, Vijayawada, Lr.Roc.No.AHF02-34031/41/2021-FSEC-DAH, Dt:25.04.2022.

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ORDER:

In the reference 4th read above, the Director of Animal Husbandry, A.P., Vijayawada has stated that, Animal Husbandry Department is undertaking many activities in the department and planned for different projects to source funds from AHIDF, Government of India funds and also for finalization of agencies by inviting proposals from interested entrepreneurs and also required to prepare tender documents for projects under PPP and internal procurement viz., Mobile Ambulatory Clinics etc. He has also stated that Andhra Pradesh Urban Infrastructure Asset Management Ltd., (APUIAML) has come up for undertaking Project Management Agency (PMA) to work on AHIDF projects and other services regarding bid process management (TA Services) which include assisting the department in Judicial preview and tender finalization etc., and other services regarding the implementation of NLM scheme, Breed multiplication farm, Development of Small, Medium & Mega Abattoirs / Meat Processing Units in Andhra Pradesh, Implementation & promotion of indigenous cow milk & its by-products with organic certification in a commercial scale with branding and marketing and Transaction Advisory (TA) Services for a period of two (2) years from April 2022.

2. The Director of Animal Husbandry, A.P., Vijayawada has therefore requested the Government to accord permission to engage APUIAML based on the above scope and terms & conditions for a period of 24 months from April, 2022.

3. Government after careful examination, hereby accord permission to the Director of Animal Husbandry Department, A.P., Vijayawada to engage the services of APUIAML for a period of 12 months from April 2022, on monthly retainer ship model to the Animal Husbandry Department in the following areas of specification:

Scope of Work:

The Scope of Work of Project Management Agency (PMA) shall include the following services:

The proposed scope includes the deployment of dedicated manpower resource for the implementation & monitoring of various activities under the project(s) for the following broad activities:

a) Implementation of National Livestock Mission (NLM) scheme:

- Continuation of the existing scheme / work with a focus to create more awareness to the farmers / FPOs / Entrepreneurs and involve a greater number of applicants to the program.
- To undertake all desk and field monitoring and identifying sectorial preferences, update on applications selected under the scheme, compilation of project-wise progress report, outcomes etc., pertaining to NLM.
- PMA shall assist in preparing project proposal(s), hand holding the beneficiaries on the queries w.r.t. NLM, scouting the proposals, assist Eligible Entities (EE) in obtaining statutory clearances required for the project, interaction with the banks, assist EE in formulation of DPR(s) and in submission of proposal on UdyamiMitra Portal for Director of Animal Husbandry, Andhra Pradesh.
- Assist Director of Animal Husbandry, Andhra Pradesh in all the matters relating to identification, monitoring and evaluation of the projects and preparation reports to be uploaded on portal for approval before Project Sanctioning Committee and Project Approval Committee.

b) Implementation & promotion of indigenous cow milk & its by products with organic certification in a commercial scale with branding and marketing- For Local Breed Conservation Cow Farms and for also APLDA:

- Formulation of basic concept and implementation model.
- Propose and Design of organization structuring profitable to the FPO with financial analysis.
- Market analysis for new product launch and identification of geographical location for marketability of organic products.
- Capacity building for process of developing and strengthening the skills set, abilities, processes, and resources.
- Integrate national schemes and financial support from the financial institutions including applicable interest subvention and prepare the Project report through exploring various business models and options including PPP mode segment investment in the organization.
- Create Brand & Logo for Organic products and its by products to make memorable impression on consumers to know what to expect from your company.
- Facilitate partnership with retail / online marketing giants to create shelf space with Andhra GO-Pushti products.
- Creating organic certification standards for Proposed FPO to individuals, JLG's, SHO's, Private farms etc., willing to enter partnership with the brand name and with its facilities.

- Marketing and creating linkage under "Andhra GO-Pushti" between partnered entities and bio fertilizers distributors/manufacturers to procure dung manure, Go-Ark, Panchagavya, Jeevaamrutam, etc.
- After kick start of the project develop new market and create valuation addition of the products like flavored milk, yogurt, protein powders etc., through various platforms.
- Bid Process Management (As required)

c) Development of Small, Medium & Mega Abattoirs / Meat Processing Units in Andhra Pradesh – For MDCAP:

- Issue of Expression of Interest (EoI)
- Interact with prospective investors and create awareness on various advantages & incentives pertaining to the project(s).
- Establish a model for implementation of the same under various categories in line with the policies of GoAP and Director of Animal Husbandry.
- Identification of land for implementation / development of various projects including Land Due Diligence, assistance in Land alienation etc.
- Preparation of Land Feasibility Reports (As required).
- Bid Process Management.

d) Breed multiplication Farm (NDDB):

- Facilitate for applying Expression of Interest (EoI)
- Interact with interested entrepreneurs / private individuals / FPOs / SHGs and create awareness on various advantages pertaining to the project.
- The Breed Multiplication Farm should be maintained by the selected applicants to maintain 200 cows / buffaloes of elite breeds.
- The funding pattern will be done by Central Government with an assistance of 50% subsidy over the approximate Rs.4.00 Cr project.
- The NDDB has proposed to apply with different formats and provided time limit 25th of every month for processing the application and for calling for interviews.

5. Duration of the engagement:

The duration of engagement of services is twelve months from April, 2022.

APUIAML shall deploy Three (3) dedicated resources to the assignment at the office of Director, Animal Husbandry Department.

- Senior Operations & Technology Specialist
- Senior Marketing & Research Specialist
- Procurement & Legal Specialist

* Apart from the above-mentioned resources, APUIAML shall provide its in house resources for timely delivery of services. The work / activities of the deployed resources shall be coordinated by the Project Coordinator on day-to-day basis. The Project Coordinator shall be the point of contact for the Department on behalf of APUIAML.

6. Fees for Services:

A Monthly retainership fee for the above scope of work including TA Services for Rs.3.50 lakhs (Rupees Three Lakhs and Fifty Thousands only) per month inclusive of GST for a period of twelve months from April, 2022. The expenditure towards payment of Fees shall be met from within the Budget provided under Head of Account 2403-00-101-11-04-280-289 (Service Based Professional Services) in BE 2022-23.

7. The Director of Animal Husbandry, A.P., Vijayawada shall take necessary action accordingly.

8. This order issues with the concurrence of the Finance (HR.I -Plg. & Policy) Department vide Finance U.O.No.HROPDPP/142/2022, Computer No.1743493, Dt:25.07.2022.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)

To
The Director of Animal Husbandry, Andhra Pradesh, Vijayawada.
The Chief Executive Officer, APUIAML, Vijayawada,
Copy to:
OSD to Minister(AHDD&F).
P.S. to Special Chief Secretary to Government, AHDD&F Department (FAC).
The Finance (HR.I-Plg. & Policy) Department.
SC/SF.

//FORWARDED::BY ORDER//

T. Ramesh
SECTION OFFICER